

OFFICE OF THE CITY MANAGER

NO. LTC # 399-2013

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy Morales, City Manager

DATE:

C:

November 4, 2013

SUBJECT: Coca-Cola to spread happiness throughout Miami Beach

In an effort to promote the partnership throughout the city, and spread happiness at the same time, Coca-Cola will take a few hours each day and distribute free products to places like the City of Miami Beach police department, Mount Sinai Medical Center, construction sites, and more.

The schedule of events is as follows:

- Monday, 11/4/2013 7am noon
 - Police Department Monday morning roll call and send the servicemen off with an ice cold Coca-Cola and a new pair of sunglasses!
 - Construction workers This is not your average lunch truck stopping by. When our team comes we bring you a lunch bag filled with ice cold Coca-Cola to fill your entire week with happiness not just your 10 minute break!
- Tuesday, 11/5/2013, 7am noon
 - Mount Sinai Medical Center is the largest hospital on Miami Beach, and for all they do to keep smiles on our faces it is about time we return the favor! After a long 12 hour shift... we will be there to greet them with an ice cold Coca-Cola, a burst of sunshine with a fresh flower, and a few extra cold ones to keep the love flowing while they bounce back between shift.
 - Parking Garage (17th/Alton) Coca-Cola purchased 25 \$2 parking vouchers to distribute to commuters to pay for their parking as they leave!
- Wednesday, 11/6/2013, 7:30pm 10pm
 - O Soundscape Cinema Series We all know that movies and ice cold Coca-Cola go hand in hand... but not like this.. we are treating moviegoers all night with surprise after surprise... a night under the stars filled with ice cold complementary Coca-Cola's and tons of cool give-aways to help make it through the heat and add a little bit of extra fun to the evening....
- Thursday, 11/7/2013, noon 2pm
 - Office Building in Miami Beach Who said office romance was a bad thing... we will make you fall in love at the office... with an ice cold Coca-Cola and you will remember love again....right there at work! Surprise!.. Take a break from your day and enjoy your beverage, we will give you a heart shape straw to truly enjoy it!